

Catalyst for Growth

A Conference for Women Business Owners

Get the information and inspiration you need to re-energize and grow your business

Catalyst for Growth packs a lot into one day, going beyond the communication of information to give you an opportunity to put new ideas to work. By gathering into small groups after each presentation, you will put what you learned into practice and develop action plans for growth.

The day-long conference features:

- insightful presentations by nationally recognized women entrepreneurs and advocates
- interactive small group workshops designed to help you develop individualized plans of action
- a vibrant and compelling keynote speaker
- opportunities for individualized attention to your business needs
- time to share and learn from other business owners

Register today! See on the reverse side of this flyer.

Morning session - choose the one that's right for you...

10:00 TO NOON

Session I:

Recruiting and Running Your Own Advisory Board

Presenter: Anita Brattina

Learn how to find and work with the right advisors who can help you develop and sustain a successful business.



OR

Session II:

Developing Your Leadership Potential

Presenter: Barbara Mistick

Discover how to move your business forward by identifying and strengthening your leadership potential.



12:15 to 1:45 p.m.

Luncheon and Keynote Speaker: A'Lelia Bundles

Afternoon session - designed for all attendees...

2:00 TO 4:00 P.M.

Session III:

Climbing Beyond the Plateaus

Presenter: Aldonna Ambler

Businesses tend to go through growth spurts and then level off. Get the information and tools you need to take your business to the next level.



4:00 TO 4:30 P.M.

Session IV:

Ready, Set, Grow!

Plans without action are useless. Discuss strategies for staying on track and making your plans a reality.



Moderators: **Jayne Armstrong**, District Director, U.S. Small Business Administration
Sue Bowlby, President, NAWBO Delaware and President, Corexcel



**Thursday, March 20
8:15 a.m.-4:30 p.m.**

**HOLIDAY INN SELECT
Naaman's Road & I-95
Claymont, DE**



Keynote Speaker:

A'Lelia Bundles,

an Emmy-Award-winning network television news producer, is Director of Talent Development for ABC News in Washington and New York. Her success has been greatly inspired by the strength, courage and determination of her great, great grandmother, Madam C. J. Walker, who rose from being a washerwoman to become a legendary African-American entrepreneur and philanthropist. Bundles has published extensively about the impact of her legacy on American culture, with the most comprehensive account in her most recent book, *ON HER OWN GROUND: The Life and Times of Madam C. J. Walker*. In relating the story of her great, great grandmother, Bundles provides an intimate and moving portrait of one of recent history's most amazing businesswomen.



*Co-sponsored by the National Association of Women Business Owners
and the U.S. Small Business Administration*

Attending this
conference
is exactly what
you need...

if your business
has stalled...

if you're ready to
re-charge your
business...

if you want to
reach new
heights...

then register
today!

Registration Form

- ☐ Yes! I want to participate in the **Catalyst for Growth** conference.
Keep in mind, seating is limited so please register early.

HOW TO REGISTER

 302.477.9730  fax back 302.477.9744

 fill out the form below and mail to address below

PAYMENT METHOD :

The conference fee is \$125.00 (fee includes all-day event participation & lunch).
(Check one)

- ☐ **Check** Make checks out to **NAWBO Delaware** and mail with this form to:
201 Webster Bldg., 3411 Silverside Rd., Wilmington, DE 19810
for receipt on or before March 14, 2003.

- ☐ **Credit Card** You can register via credit card by phone, fax, or regular mail.



Card No. _____ Exp. Date _____

Signature _____

PLEASE RESERVE A SPACE FOR ME

My A.M. Session Choice is (Check one) ☐ Session I ☐ Session II

Name _____

P R I N T C L E A R L Y O R T Y P E

Affiliation _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

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To help us ensure that your day is the best it can be, we have 3 questions for you to answer below. This information will help our speakers identify their audience and will not be used for any other purpose. Thank you for your cooperation.

Are you a business owner? ☐ Yes ☐ No ☐ Plan to be

How long have you been in business? ☐ <2 years ☐ 3-5 years ☐ 6-10 years ☐ >10 years

Do you have employees? ☐ No ☐ Yes, how many? ☐ 1-5 ☐ 6-25 ☐ 26-75 ☐ >75

Please send me information on: ☐ NAWBO membership ☐ SBA Loan Programs